



STATE OF WASHINGTON  
SPECIAL LICENSE PLATE REVIEW BOARD

**MINUTES**

Regular Meeting

Friday, June 11, 2004 - 10:00 AM to 12:00 AM

Puget Sound Regional Council

1011 Western Avenue Suite 500, Seattle WA 98104

Phone (206) 464-7090 - Fax (206) 587-4825

**MISSION:** *To create a fair and balanced mechanism that will allow for the evaluation of special license plate applications for possible approval and to make recommendations to the Legislature regarding plate series with inadequate reimbursement levels.*

**ATTENDEES**

Board Members: Senator Mary Margaret Haugen, Representative Doug Ericksen, and Lynda Henriksen  
Absent: Dorothy Webster (ABSENT), Glenn Cramer (ABSENT) Senator Luke Esser (ABSENT), and Representative Geoff Simpson (ABSENT)  
Support Staff: Jennifer Dana  
Legislative Staff: Kim Johnson, Diane Schwickerath, Jill Satran and Shelly McGuire  
Legal Advisor: Jerry Anderson, ATG  
Public Guests: Washington National Parks Fund representatives; Betsey Edwards, Dan Youmans and State Parks and Recreation representatives; Frank Galloway, Jim French, Washington Council for Prevention of Child Abuse and Neglect representatives and friends; Chris Jamieson, Joan Sharp, Bernie Dorcie, and Denise Isings

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**I. CALL TO ORDER**

The Chair Dorothy Webster did not attend the meeting. Vice-Chair Senator Mary Margaret Haugen chaired the meeting to discuss items on the agenda; however, a quorum was not present to vote on any items.

Vice-Chair Senator Mary Margaret Haugen called the meeting to order at 10:25 A.M.

**1. Introductions**

**2. Review and approve meeting minutes from the 01/26/2004 meeting. (Vice-Chair Senator Haugen)**

**Tabled:** Until next scheduled board meeting due to lack of quorum.

**3. Review and approve meeting agenda. (Vice-Chair Senator Haugen)**

The agenda was reviewed; no changes were made.

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## II. PROGRAM STATUS & IMPLEMENTATION

### 4. Program progress and accomplishments (*Jennifer Dana*)

#### a. Update on interested organizations

To date thirty-three organizations have contacted the board with twenty-five currently active. At this time seven organizations are actively collecting signatures, with three expressing interest in paying all start-up costs versus collecting signatures.

#### b. Implementation meetings

The Department of Licensing completed three implementation meetings with each of the organizations special plates approved through the 2004

Legislative session. With each organization the department reviewed:

- Public relations and the support the department would give to the organization.
- New proposed rules for each new special plate.
- Application requirements for interested purchasers.
- Proposed plate design.
- The first issued sequential plates to the organizations.
- The organization future reporting requirements.

#### c. Amended Application Packet

Jennifer briefly explained that the application packet had some minor changes to comply with SSB 6325 and to the clean up errors on the signature sheet.

### 5. Board Bylaws

### 6. ***Tabled:*** Until next scheduled board meeting due to lack of quorum. **Review the current personalized plate rules**

***Tabled:*** Until next scheduled board meeting due to lack of quorum.

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## III. OTHER BOARD BUISINESS

### 7. Review amended Law Enforcement Memorial plate design (*Jennifer Dana*)

Jennifer explained that the new design is to allow the organization to properly distribute their organizations amended name from the Law Enforcement Memorial to the 10-99 Foundation. The name change was to demonstrate the true term used to law enforcement when an officer is down. In addition, since changes were made to the design, the organizations requested to not use the mountain background and use a gradient blue design to better accent the plate and logo.

Lynda stated that she felt the board should review the new design before the department moves forward with the final design phase. There were no objections to the new plate design.

### 8. Review RCW 46.16.690, License Plate Design Services Fee (*Lynda Henriksen*)

Lynda discussed the design service fee in RCW 46.16.690 and the current use of the design equipment. The design equipment is used daily by Jennifer to adjust designs submitted by organizations.

The current language only allows the department to charge the fee of \$1500.00 if an organization requests the service. With the various computer programs available to the public, it is unlikely this service offered by the department will be used.

Senator Haugen asked if it might be advisable to amend the law and submit a bill to have a minimal fee to generate more revenue. This would allow the department to recapture some costs associated with Jennifer utilizing the equipment to adjust plate designs submitted by organizations. Kim Johnson took note of this potential law change.

**9. Issuance of the first twenty-five sequential license plates (*Lynda Henriksen*)**

The three new special plate organizations requested that the department allow the first set of sequential plates be set aside. The current programming only allows the plates to be issued sequentially no matter which office the person applies at.

The department has found a way to allow the first limited amount of sequential plates to be issued in one office. The department wanted to notify the board of the department's action in creating this policy. This policy would require the organization to submit a list to Jennifer and take responsibility for the determination of who gets which plate number.

This process will only allow the first set of sequential plates to be issued. A person cannot pick or personalize a special plate number. In addition, the person who gets a number issued cannot sell or trade their number. If the special plate number is not re-registered, or if a person no longer qualifies for the special plate the number it will no longer be available.

Senator Haugen asked if the plates follow the car? Lynda verified that as of yesterday, June 10, 2004, the option is available for plates to follow a person or a car. Previously special plates always followed the person, but now plates may be transferred from vehicle to vehicle.

**Question:** Representative Ericksen asked about special plates being personalized. Lynda responded by stating that the original bill, SSB 6325 was amended during the 2004 session to strike the language to allow special plates to be personalized due to cost. Senator Haugen and Representative Ericksen both indicated interest in legislation to allow this.

As part of the implementation of SSB 6325, the disabled parking emblem special plates will be available to the public effective November 1, 2004. If an individual qualifies for disabled parking privileges, they will be able to receive a special plate with a yearly disabled parking tab. Jennifer distributed the proposed tab for review. There were no objections to the new tab design.

A person will no longer need to have a disabled parking plate; they can purchase a special plate and will receive a decal to show their parking privilege. Lynda noted that there is a conflict with the future department implementation of the Seattle Monorail yearly tab. A person can only display one tab, but the person can choose to either display a monorail tab or not purchase a special plate.

**Question:** Is there is any legality if a person chooses to not display a monorail tab. No, the law does not require a person to display the monorail tab. A person's registration will show proof of monorail tax payment.

**Question:** Is the new disabled parking tab available to all plates, including personalized. No, only special plates specified in the SSB 6325 can display the new tab. Personalized plates were not part of the bill that passed. A law change to display the disabled parking emblem on personalized plates would be needed.

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### III. ORGANIZATION PACKETS TO REVIEW AND APPROVAL

#### 10. Washington State Council for Prevention of Child Abuse and Neglect

- **State Agency** - The legislature created WCPCAN and the Children's Trust Fund in 1982. WCPCAN is a 14-member; Governor appointed Council legislated to promote prevention of child abuse and neglect.
- **Requirements** Satisfied all requirements as applying as a state agency and have received agency approval.
- **Marketing strategy:**
  - Identifies a complete plan for in the ability to sell and maintain plate sales. Initially they plan to use a database to notify the 2306 persons who signed the signature sheets.
  - With keeping the current media level, they intend on using press releases and current media contacts to know of the availability of the plates.
  - Long term: they plan to collaborate with numerous organizations: such as AAA, Web Nursery, and other partnering agencies.
  - In addition, a broad web based appeal shall be initiated upon plate availability. Lastly, they plan to create posters; brochures, insert cards and a traveling display to let the public continually know of the availability of the keep kids safe plates.
  - They already have items currently manufactured with the "Keep Kids Safe" slogan.
- **Financial analysis**
  - Proceeds from the special license plate sales will go to **The Children's Trust Fund of Washington** in support of the prevention of child abuse and neglect.
  - The trust fund is administered by the WCPCAN.
  - Anticipate reimbursing the state the state within the first year the plates are available
  - An average of 82% will be used for program services.
  - 75% Child abuse and neglect
  - 10% shaken baby syndrome

- 15% Public awareness & education
- **Legislative sponsor** is Representative Shay Schual-Berke
- **Their legislation** identifies the plates available 1/1/06 with originals costing an additional 45.00 and renewals an additional 35.00.
- **Plate** – Keep Kids Safe plate will depict a light blue background and numerous handprints of Kaden Isings. Kaden Isings was a victim of shaken baby syndrome.

**Question:** With the organizations being a state agency are they using public funds to collect signatures? Jennifer noted that the main person collecting signatures, Denise Isings, Kaden's grandmother, does not work for the agency and took it upon herself to solicit signatures.

Lynda also noted a related example that Fish and Wildlife currently solicit plate purchases through their wildlife fund. They would be using the same mechanism for their special plate design.

If the organization's plate request is approved, revenue generated will be used for public relations and other implementation costs.

Joan Sharp, Executive Director WCPCAN and the Children's Trust Fund. She answered the question by stating that their advertising expenses will be combined with advertising and public awareness efforts. The plate does not promote the agency, but promotes the concept of keeping kids safe.

Denise stated that the original plate idea came about because she was looking for avenues of letting people know about shaken baby syndrome. She feels that it is important for teaching students and future parents how to handle babies.

**Question:** Senator Haugen asked if the money becomes part of their trust fund will they need to appropriate the funds. Joan Sharp answered that the trust fund was established to allow for the receipt of private funds. The agency funding is general funds, but the trust fund is based on private donations. The agency has also spoken with their Attorney General, and it was recommended that the agency integrate language in the existing bill to allow the collection of the plate funds.

**Tabled:** Until next scheduled board meeting due to lack of quorum.

## 11. Gonzaga University

- **Organization** -The Corporation of Gonzaga University, are making application as a non-profit organization. They are a private, four-year comprehensive university founded in 1887. They enroll an average of 5400 students in 92 graduate and 22 undergraduate programs.
- **Requirements** – They satisfy all organizational requirements as a 501 (c)3 and are registered with the Secretary of State office as a charitable foundation. Gonzaga has received permission from the university to make application and use the bulldog logo.

- **Marketing strategy:**
  - They identify their ability to maintain plate sales through mail, email solicitation to 26923 alumni, parents, and friends.
  - Solicit bulldog club members and season ticket holders of plate availability.
  - Continually announce the availability of plates on their website, as well as posters and flyers to notify students and alum.
- **Signature Sheets** – Obtained 2803 within a four-five month period. In addition, I received an additional 86 signatures directly for a grand total of 2889.
- **Financial analysis**
  - Alumni Association awards scholarships to children and grandchildren of Gonzaga alumni.
  - Scholarships 2003-2004 68,000.
  - Proceeds will go the Gonzaga Alumni Association to increase their current funds for Gonzaga.
  - Anticipate reimbursing the state within the first year the plates are available for purchase.
  - Revenue will support student scholarships and programs.
  - Aid students in completing their degree at Gonzaga for needy and qualified students.
  - Ninety-five percent of their expenses will go toward program services, consisting of their scholarship fund.
- **Legislative sponsor** – Senator Brian Murray.
- **Their legislation** identify the plates available 1/1/06 with originals costing an additional \$40.00 and renewals an additional \$30.00.
- **Plate** – Gonzaga University depicts a picture of the college buildings in the background with their mascot on the left side of the plate.

***Tabled:*** Until next scheduled board meeting due to lack of quorum.

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#### IV. QUESTIONS/CONCERNS ADDRESSED BY ORGANIZATIONS

- 12. If an organization wishes to create a plate series to include six different plate designs, would the organization need to collect 2000 signatures per plate design?**

**Example:** Department of Veterans Affairs is pursuing the creation of a six plate series to commemorate veterans from the different branches of service; Army, Navy, Air Force, Marines, Washington National Guard, and Coast Guard

Jerry Anderson, ATG responded to the question by stating that the law RCW 46.16 745, Sponsor Application Requirements refers to special license plate in singular. This reference does not seem to contemplate a series or group of designs as a singular plate. The interpretation of the language of the statute would require 2000 signatures for each of the plate designs.

**Question:** Would the cost to the department be the same or different for one to six plates at one time? Lynda stated there might be some reduction in costs if the money from all the plates goes to one source.

An issue would be if a six plate series were created, and only 2000 signatures were collected, one design sold 2000, and the others did not sell any. The problem would be that the implementation costs if not reimbursed within two years would potentially cause the entire series to be discontinued.

**Action Item:** Senator Haugen suggested clean up language be initiated to address if an organization wishes to create numerous plates or a series. The language should also address the ability of the organization to reimburse the implementation costs.

**Question:** Could a sticker be created for the plates? No, this would be a potential law enforcement issue as well as the stickers or emblems do not have a long-term life.

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## **V. OPEN PUBLIC PRESENTATIONS/INPUT**

### **13. Washington National Park Fund (Dan Youmans)**

They will be applying for one special license plate. They are affiliated with the National Park Foundation. Washington citizens make up their board. The park fund is the official fund raising partner for Washington National Parks, Mt. Rainer, the Olympics, and the North Cascades. They support programs, w not funded through federal dollars.

Our goal is to have the public experience something special and positive when camping or visiting the parks. Revenue collected goes toward park events, promoting volunteerism, engaging communities and educational programs.

Since 1994, they have donated more than a million dollars and funded more than one hundred projects in Washington parks. The National Foundation has raised more than fifty million dollars.

The creation a special license plate as one more way we can see critically needed dollars to their fund. Along with the public, they plan to market their 10,000 members in their database. In the past two-three years, 4800 of those members have made donations. A goal would be to sell 2000 plates the first year to cover all their implementation costs.

They are currently working on their marketing and financial analysis plans and will turn those in with their application. Hopefully, they will have their application ready to be submitted for the September meeting.

Their 10,000-person database consists of approximately 9,000 Washington residents and 1,000 out of state addresses. During this past year, they just became part of

National Park Foundation that is why their database consists mostly of Washington residents.

Although a plate design has not been decided upon yet, they are thinking of having a contest with art students and final decisions have been made.

**Question:** How are new Washington residents informed of what special plates are available? In conjunction with the organizations marketing plan, if posters or flyers are created they will work with the department to distribute those to the 187 vehicle licensing offices. However, since those offices are contracted with the department it is their discretion to display or distribute the posters or flyers. Also, the department displays all special plates on their website with a broad scope of plate information.

#### **14. Washington State Parks and Recreation**

Jim French and Frank Galloway representing Parks and Recreation addressed the board with their agencies intent of creating a new special plate.

Currently collecting signatures, their park staff addressed concerns with the collection of signatures and if it conflicted with the state ethics statutes. They asked the Attorney General's office if this would conflict with current ethics law, and received a response that it would not. Their organization could actively have their staff solicit signatures for ballot initiatives. It was also recommended if they were unsure of this parks could still speak with the state Ethics Board.

In addition, to address a concern asked earlier their staff would be answering questions brought up by park guests. However, they also intend on adding the solicitation of the plate to their website.

Parks and Recreation have received requests from visitors to have a dual-purpose plate. The dual-purpose plate would provide the normal license plate identification as well as the park pass (Natural Investment Permit). To address this, the park came up with the idea of having two plates one park plate and the other a park pass plate paying more.

Some of the ideas for the disbursement of potential revenue collected would be consistent with their 20-13 centennial plan. Focusing on environmental education, with the funding dedicated to their environmental learning centers. In addition, another idea might be to use the revenue for historical building restorations. The money could be used for many avenues.

A long-term goal would help the agency to become more independent statewide. Currently, their agency has 60% general funding support with the remainder being funds the agency collects them.

**Question:** Lynda asked, "Would the collection of the fee for the park pass plate be added to the legislation to have the department collect?" Yes, the fee would be added in the cumulative plate fee.



If the department collects the pass fee plus the plate fee, for a total of \$80.00 the organization would need to specify for the disbursement of the revenue.

**Question:** Has the idea been thought of, or idea been addressed to possibly add a sticker to serve as a park pass? Lynda commented that an issue with this idea would be that there is no longer any room on the plates.

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## **VI. OPEN DISCUSSION**

15. Should guidelines be created on how many total special plates are available in Washington? This issue should be added to the agenda for the next meeting.

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## **VII. NEXT MEETING**

16. September 10, 2004 at the Puget Sound Regional Council

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**ADJOURN** - The meeting adjourned at 11:50.

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Respectfully Submitted,  
Jennifer Dana  
Licensing Services Manager  
Administrative Support to the Board

*Senator Mary Margaret Haugen*

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**Vice Chair's Approval**